

## CLAIMS

What is claimed is:

- 1 1. A method for delivering a promotional offer, comprising the steps of:
  - 2 (a) receiving a request for delivery of a promotional offer for a product to a plurality
  - 3 of users;
  - 4 (b) selecting users to receive the promotional offer based on input by the users of a
  - 5 product identifier of the product;
  - 6 (c) sending the promotional offer to the selected users; and
  - 7 (d) charging a fee for each promotional offer sent.
- 1 2. A method as recited in claim 1, wherein the product identifier is a representation
- 2 of a bar code associated with the product.
- 1 3. A method as recited in claim 1, wherein multiple requests for delivery of
- 2 promotional offers is received from a plurality of sellers of the product, wherein
- 3 an additional fee is charged for prioritizing the promotional offer one of the
- 4 sellers.
- 1 4. A method as recited in claim 1, wherein the promotional offer is sent to a client
- 2 device of at least one of the users, wherein the client device is selected from the
- 3 group consisting of: a personal computer, a scanner, a portable computing
- 4 device, a telephone, a pager, and a facsimile machine.
- 1 5. A method as recited in claim 1, wherein the promotional offer is sent to each of
- 2 the users via a web page personalized for the particular user.

- 1 6. A method as recited in claim 1, wherein the promotional offer includes  
2 information about a vendor of the product.
- 1 7. A method as recited in claim 1, wherein a commission is collected for a sale of  
2 the product to one of the users.
- 1 8. A computer program product for delivering a promotional offer, comprising:  
2 (a) computer code for receiving a request for delivery of a promotional offer for a  
3 product to a plurality of users;  
4 (b) computer code for selecting users to receive the promotional offer based on  
5 input by the users of a product identifier of the product;  
6 (c) computer code for sending the promotional offer to the selected users; and  
7 (d) computer code for charging a fee for each promotional offer sent.
- 1 9. A computer program product as recited in claim 8, wherein the product  
2 identifier is a representation of a bar code associated with the product.
- 1 10. A computer program product as recited in claim 8, wherein multiple requests for  
2 delivery of promotional offers is received from a plurality of sellers of the  
3 product, wherein an additional fee is charged for prioritizing the promotional  
4 offer one of the sellers.
- 1 11. A computer program product as recited in claim 8, wherein the promotional  
2 offer is sent to a client device of at least one of the users, wherein the client  
3 device is selected from the group consisting of: a personal computer, a scanner,  
4 a portable computing device, a telephone, a pager, and a facsimile machine.

- 1 12. A computer program product as recited in claim 8, wherein the promotional  
2 offer is sent to each of the users via a web page personalized for the particular  
3 user.
- 1 13. A computer program product as recited in claim 8, wherein the promotional  
2 offer includes information about a vendor of the product.
- 1 14. A computer program product as recited in claim 8, wherein a commission is  
2 collected for a sale of the product to one of the users.
- 1 15. A system for delivering a promotional offer, comprising:  
2 (a) logic for receiving a request for delivery of a promotional offer for a product to  
3 a plurality of users;  
4 (b) logic for selecting users to receive the promotional offer based on input by the  
5 users of a product identifier of the product;  
6 (c) logic for sending the promotional offer to the selected users; and  
7 (d) logic for charging a fee for each promotional offer sent.
- 1 16. A system as recited in claim 15, wherein the product identifier is a  
2 representation of a bar code associated with the product.
- 1 17. A system as recited in claim 15, wherein multiple requests for delivery of  
2 promotional offers is received from a plurality of sellers of the product, wherein  
3 an additional fee is charged for prioritizing the promotional offer one of the  
4 sellers.
- 1 18. A system as recited in claim 15, wherein the promotional offer is sent to a client  
2 device of at least one of the users, wherein the client device is selected from the

group consisting of: a personal computer, a scanner, a portable computing device, a telephone, a pager, and a facsimile machine.

19. A system as recited in claim 15, wherein the promotional offer is sent to each of the users via a web page personalized for the particular user.

20. A system as recited in claim 15, wherein the promotional offer includes information about a vendor of the product.

21. A system as recited in claim 15, wherein a commission is collected for a sale of the product to one of the users.